

SECTION 8. MATHEMATICAL METHODS, MODELS
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**IMPACT OF THE IT INDUSTRY ON THE GROWTH
OF UKRAINIAN ECONOMY**

At the moment IT is almost the only segment in the overall economy of Ukraine, which continues to grow. It is caused by the increase in the global IT-market and preparation of qualified IT-specialists, who are able to develop unique software products, which have no analogues in the world, and are in great demand among the leading companies. Due to the higher growth and greatly less needs for financial and material investments, compared with the traditional sectors of the economy (metallurgy, machine building, chemical industry), the IT-industry provides creation of new jobs, increases tax revenue and economic development in general. Products and services, which are generating by enterprises of this industry, are in high demand in foreign companies. Their usage by domestic enterprises, in the conditions of globalization, promotes efficiency and ensures economic growth. So improving the competitiveness of the Ukrainian IT- industry in the world will help to maintain the stability of financial system and economy of Ukraine as a whole.

In the article were investigated and analyzed market conditions of information technologies, Internet influence on the economy, direction of state support for the IT industry, identified problems in the training of qualified IT professionals, established that the main direction of extension of the IT market

is outsourcing, suggested factors that contribute to the development of IT industry and its influence on the growth of the Ukrainian economy.

Ukraine currently has all factors for the successful development of IT-industry: political willingness for progressive changes in the economy, rather high level of availability of qualified IT-specialists, financial and investment support from the world-leading countries.

From the result of survey it is found that for the dynamic development of IT-industry and its impact on economic growth is necessary to:

- ensure effective tax incentives for the employees of the IT-industry at the state level;
- ensure protection of intellectual property rights;
- overcome corruption;
- attract foreign investors;
- inform potential investors by spreading the information about the favourability of IT-market in media;
- facilitate public access to the Internet;
- create research centers and innovation parks for the development of IT- infrastructure;
- enter the extension and improvement of the educational system for IT- professionals;
- intensify the struggle against IT-piracy;
- increase the usage of information technologies in various industries.

Successful implementation of these measures will contribute to development and growth not only the IT industry, but also the economy of Ukraine as a whole.